



FEEL THE RUSH

PARALYMPIC SPORTS



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Dear friend,

I am very excited to announce the launch of "Feel the Rush 2008," a Canadian Paralympic Committee (CPC) campaign celebrating winter and summer Paralympic sports. Our goal is to increase the number of Canadians with a disability who "feel the rush" of confidence and empowerment that comes with enjoying sport on a daily basis, some of whom will continue on to become high performance athletes and support Canada retaining its top medal winning position at future Paralympic Games.

"Feel the Rush 2008," follows the success of the original Feel the Rush campaign launched in 2006. **We are once again looking for your help in spreading the word.**

At the centre of the campaign is www.feeltherush.ca, a destination for persons with a disability to learn about the sports best suited to their abilities and interests, and to locate national, provincial, or local sporting associations.

To help you spread the word, and promote sport for the 3.6 million Canadians living with a disability, the following items are available free of charge:

A promotional video that captures the thrill of Paralympic sports.

A Feel the Rush banner for sport and leisure fairs, conferences, events and speaking engagements.

For more information on "Feel the Rush 2008," and to order these items please visit www.feeltherush.ca.

You can also help by adding the following link and description to the links or resources section of your own website.

www.feeltherush.ca - a Canadian Paralympic Committee website providing details of sport for persons with a disability to learn about the sports best suited to their abilities and interests, and to locate national, provincial, or local sporting associations.

2008 will be an exciting year for the Paralympic movement in Canada. In September we will see our athletes compete in Beijing, and then all eyes will turn to Canada for the lead up to the 2010 Paralympic Winter Games in Vancouver and Whistler. The CPC plans to use this opportunity to create widespread awareness of Canada's international Paralympic leadership, and ensure Canadians with a disability continue to be inspired and supported to participate in sport.

Please join us.

Sincerely,

Carla Qualtrough
President